



Snack-Led Growth in C-Store.



We are McCain.

WHAT'S DRIVING C-STORE FOODSERVICE GROWTH?

C-stores are evolving into credible, value-driven food destinations, winning with all-day beverage, snack, and prepared food needs. As perception improves and craveability increases, foodservice is becoming a powerful driver of incremental traffic and basket growth.¹



THE SNACKING BOOM IS UNDERWAY.

And afternoon is the new “it” moment, with the potential to boost C-Store growth.

Don't believe us? **Stats speak louder than words.**

33% of consumers are having snacks more often than they were a year ago.¹

In fact, P.M. snacking is now the fastest-growing daypart for C-Stores.²

¹ Datassential Snack Trends Report, Page 9

² Technomic, Segment Occasions C-Store, 2026



WHAT'S BOOSTING THE CRAVING SURGE?

Consumers are looking to snacks as rewarding comforts that lift their mood.

78%

say they regularly snack to **reward themselves**¹

77%

say they are seeking **a sense of comfort**¹

... including **85%** of millennials (for both reasons).¹

Not to be outdone, Gen Z alone has reported a 10% increase in snacking.³



CRAVINGS ARE DRIVING THE VISIT.

83% of c-store guests enter knowing what they want, yet nearly half purchase additional items once inside.

Craveable food, strong visuals, and smart promotion can turn planned stops into incremental sales. ¹



OPPORTUNITY IS KNOCKING

The opportunity lies in delivering **craveable, portable snacks** that drive incremental lift while **reinforcing convenience and value.**



McCain delivers fresh, portable, craveable
snacks and fries that stay crispy and keep
consumers coming back .

Explore our full snacking lineup at:

www.mccainusafoodservice.com

